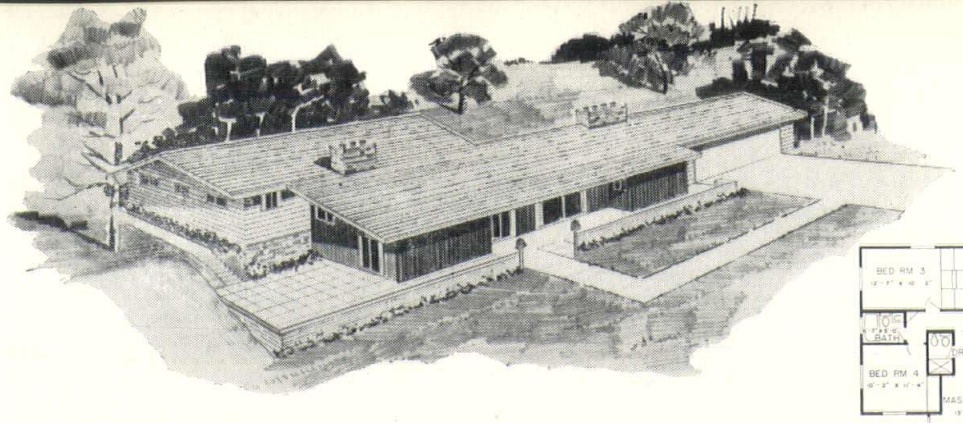
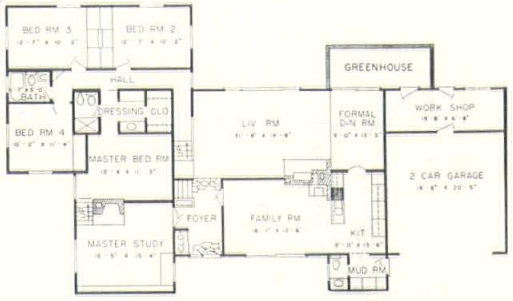
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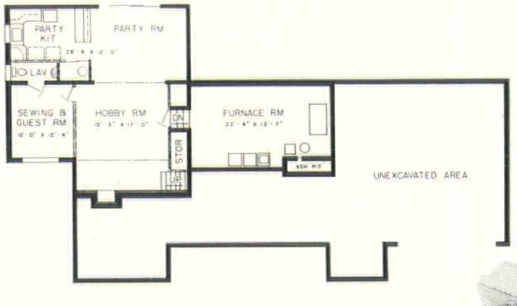
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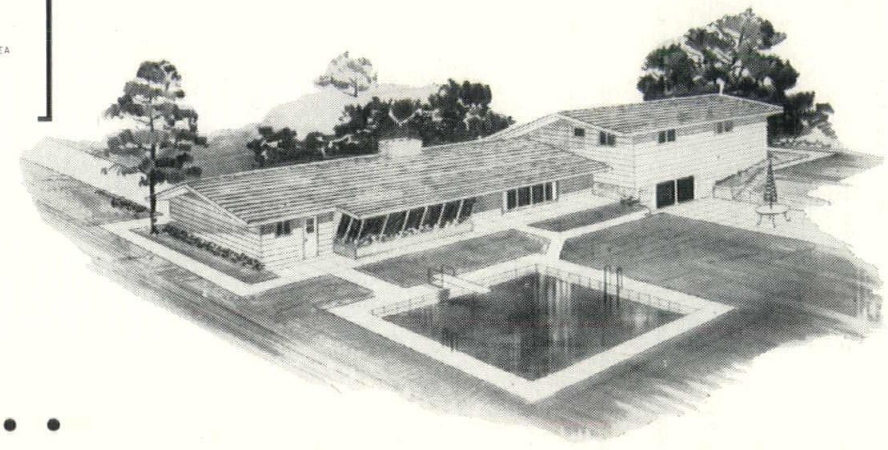
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Replies to Howard Cain

• From James A. Risser, Architect

Hurrah for some of the comments by Mr. Cain on the "Package Deal"! The profession's apathy towards this subject amazes me! . . .

My experience indicates that Mr. Cain's definition of a "Package Dealer" is correct. However certain additional points should be added. The person dominating the package dealer's organization **actually** and **sincerely** believes **he** is capable of directing all the aspects of constructing the building. Be it engineer, contractor, or business man, he, like so many others in this do-it-yourself era, believes, either because he has been in the construction business, or because he believes himself to be quite clever, that he is capable of this work in entirity. He finds it convenient to assume absolute control of the entire project, rationalizing his action to any architectural employee as "expediting the job." He knows full well that he has assumed part of the architect's services in order to land the job. However, his belief that he actually is capable of assuming most of the architect's services stems, I believe, from a genuine ignorance of the architect's years of training to do this work, and **what that training will produce;** that it is not merely something one can assume overnight. This is a large scale example of the layman homeowner who sincerely believes he is capable of designing his home as satisfactorily as a good architect. It becomes a king-size selling job to convince either of that fallacy without becoming at odds with them . . .

Mr. Cain's next statements about quality of materials, how they might suffer at the hands of the package dealer in ratio to profits, and how this dealer's architectural employee would not demand high standards is obviously true. But that to me does not seem to be the real crux of the problem. Those issues are small potatoes in the argument. Let's not miss the real issue. I know of many package dealers who select a high standard of materials and workmanship. Here again I believe the profession has failed in its promotional department.

The real point is that the potential client-public should've been told that this package dealer first finds out as closely as possible the maximum sum that the client intends to spend. Second, he will deduct his expected profits from this figure and use the balance as the figure to construct the building.

No matter how it's sliced, we lose. The contractor or package dealer can almost be guaranteed of a dandy profit, and those "high standards of quality" for building were never lost to begin with. The owner loses too but is blissfully happy, totally ignorant of how he was "taken."

This package dealer is making enough money then to employ full time architects at salaries no architectural firm could compete with on a per hour basis, or by employing an architect that has just received his license and has no list of buildings to his credit, he can pay him starvation wages merely for the sake of having access to such buildings to develop a reputation. He can possibly make extra money, in addition, because he can dictate what might be classed as lower qualities of material and workmanship wherein the owner is not conscious.

With a few more comments from the package dealer to the client like "Architects have no idea of costs and build expensively!"—"We can guarantee this $15.72 per sq. ft. figure at little architectural cost to you"—and "Competitive bidding from architect's plans only produces a wide range of prices and you as the owner could conceivably spend that $7,000. for architectural fees only to get prices that are in excess of your budget!" we don't have a chance.

I'd like to expand further on the previous statement "expedite the job," by the package dealer. When he handles most of the work of the architect, he can do a much better job of **merchandising** himself, his firm, and selling the

(Continued on page 13)

• From John Lee, Cleveland

With considerable interest and almost complete agreement, I have read your very well thought out and expressed letters in the March issue of OHIO ARCHITECT.

Because (now years past) I had considerable experience as a "Package Dealer" in large buildings plus about 13 years now, in working with architects, I believe I know both sides of this fence. This being so, and since I am a "merchandiser," do you mind if I add an addendum?

First: Group advertising by architects, without personal identification, is certainly feasible and would "pay off." If (only) 100 architects in the primary circulation area of the Sunday Plain Dealer, for instance, in which over 300 architects are practicing, were to contribute the price of a single cocktail each week, a very effective institutional campaign could be sustained week after week. The ad space would be relatively modest but never underestimate the power of good "small space" ads if they are consistently, regularly run.

Of course, it is needless to point out that the commissions architects would secure would not be limited merely to jobs that the package dealer might otherwise secure. Commissions would also come from those who would not have **had** an architect, otherwise.

One of the major deterrents to group advertising, especially in which one's own name does not appear, is the narrow attitude "I do not want to pay for advertising that will benefit those who are not paying their share." This often prevents individuals from subscribing who otherwise would be glad to contribute. When a group cooperative endeavor is based on an "all or none" policy, it is a waste of time even to try for its accomplishment.

As a long-time advertiser myself, I am never concerned about the amount of additional business my competitors will (and do) secure, who do not advertise, because my advertising sells more

(Continued on page 15)

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Cover and Feature Material

Feature material for the May issue of OHIO ARCHITECT was furnished by the Toledo Chapter of the American Institute of Architects through Associate Editor Harold C. Munger.

Robert Normand, AIA, of Charles L. Barber & Associates, Architects & Engineers, submitted the article on the St. Lawrence Seaway Exposition.

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May, 1958 Volume XVI Number 5

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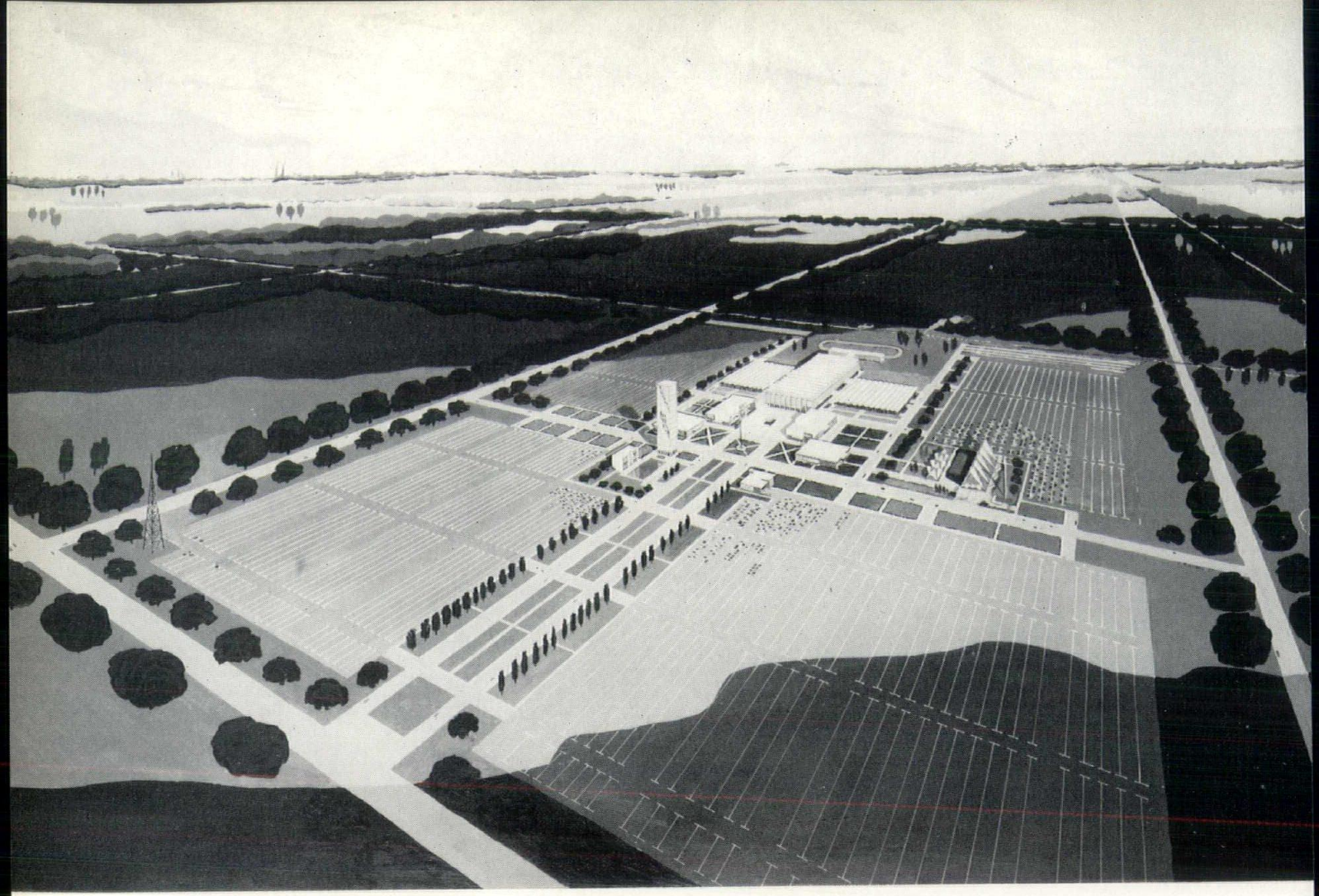
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Charles L. Barber & Associates, Architects & Engineers

ST. LAWRENCE SEAWAY EXPOSITION

The World Trade, Agricultural and St. Lawrence Exposition, Inc., originated by Neal C. Miller of Elmore, Ohio, and coordinated by Gaylord R. Lewis, nationally known consultant on coliseum and exposition buildings, has been quietly progressing from the original dream to a scope that rivals any similar project known.

Working with the consultants through the formative meetings, the office of Charles L. Barber & Associates, Toledo, Ohio, has spent many months gaining the background and experience necessary to develop all aspects of this unique architectural complex.

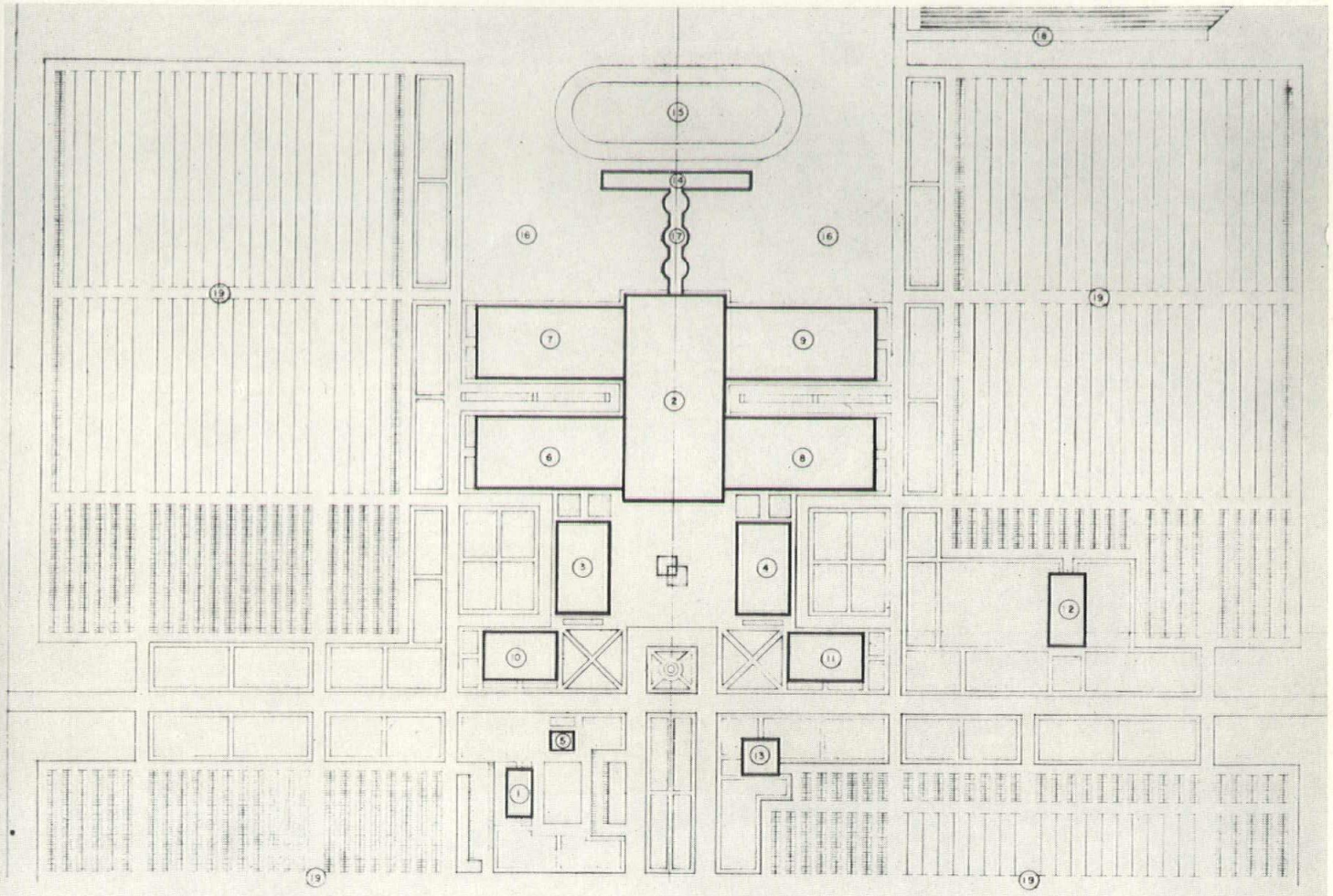
It is certain that as the project develops, all of the architects in the Ohio area will have the opportunity to share in the development of the actual structures.

The huge Trade, Agricultural and St. Lawrence Exposition, Inc., is presently taking options on 2,600 acres of farmland in the area of Luckey, Ohio, located some 13 miles south of the Port of Toledo.

The Opportunity

In the Winter of 1956 and the Spring of 1957 a group of farseeing and prophesying business men representing banking and finance, industry and manufacturing, shipping and travel, wholesalers and retailers, agriculture and livestock breeders, educators and clergymen, and architects and builders met on numerous occasions.

At these meetings it was realized that



LEGEND

1 Administration Building
2 Seaway Coliseum Stadium
3 State & Foreign Participation Bldg.
4 Convention Hall—Dining Room
5 Glass Tower
6 Transportation Bldg.
7 Commercial—Industrial—Manufacturers Bldg.
8 Youth Center—Education
9 Agriculture—Livestock & Horticulture
10 Automobiles Bldg.
11 Marine Navigation Bldg.
12 World Religion—Art & Music Center
13 Radio—T.V. Bldg.
14 Grandstand 10,000 seats
15 Spiral Racetrack
16 Recreation Area
17 Helicopter Landing Platforms
18 Railroad Siding
19 Parking Areas

ST. LAWRENCE WORLD SEAWAY CELEBRATION & TRADE EXPOSITION

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Gaylord R. Lewis, Exposition Planning Consultant • Findlay, Ohio, U.S.A.

Charles L. Barber & Associates, Architects & Engineers • Toledo, Ohio, U.S.A.

the opportune time was here to organize and start construction on *the world's largest agricultural and trade exposition* in order to have it completed before the opening date of the St. Lawrence Seaway.

This agricultural and trade exposition is planned to serve as a permanent interrelation worlds structure for use by all nations of the world by joining and participating in the great celebration of the opening of the St. Lawrence Seaway shipping lane.

The Site and Plant Location

The first discussions in planning a project as large as the World Seaway Exposition were as follows:

First: The size and number of acres necessary for the site.

Second: The geographical location relative to world population and transportation.

Third: The nearness of the site to the Seaway.

Fourth: The topography of the land.

The proposed site selected is a beautiful one thousand acre tract of land ideally located near Luckey, Ohio, just outside Toledo, with easy transportation access from federal, state and county highways and with an Ohio and coast to coast turnpike interchange nearby. Other interstate and national highways will be completed and will connect with the project by the opening date.

A mainline railroad runs along one side of the proposed site and will provide all the necessary railroad facilities for transportation of steel, building materials and exhibits.

The Toledo Express airport and one secondary port are located only a few miles from the site.

Population, transportation and industry are three of the important factors in the success of the World Seaway Exposition.

Population: We find that the site selected on the shores of Lake Erie at the southern most apex port of the Seaway lane has within a 500 mile radius the highest number of people of any similar area or location anywhere in the world. This is important for the financial investment and operational success.

Industry: Within a 200 mile radius of the Exposition site are located the production and manufacturing industries of the world for automobiles, trucks and buses, glass production, rubber supply, oil and refinery production, steel mills and fabricating plants, and building materials of cement, brick and ceramic products. In addition to the few listed above are literally thousands of other nationally known manufactured products for world consumption and distribution from this area.

Transportation: In this great industrial area, transportation is another important and essential factor necessary for the success of a project of this scope.

The world's center of industry must of necessity have a world's high of population; and, with the increasing industry and population must come increasing transportation facilities.

Ohio has an ideal physical location bounded on the north by Lake Erie, on the south by the Ohio River and the hills of Kentucky and West Virginia, on the east by the Eastern and New England states, and on the west by the Mid Central and Western states.

Eighty percent of the travel from eastern states to west, and from west to east, must pass through northern Ohio and within 10 to 75 miles of the World Seaway Exposition.

The present port facilities in Toledo and the expansion program for handling seaway shipping is located less than twenty miles from the site and is an asset and a great advantage to the World Seaway Exposition.

The effect on transportation and world trade with the construction and the completion of the St. Lawrence Seaway, Transportation Lane is destined to surpass in growth any predic-

tions or estimates conceived in the minds of men of today.

Within a fifty mile radius twenty-five million dollars is now being spent in highway and bridge construction, channelling traffic and transportation within a few miles of the World Seaway Exposition gates.

The site is located less than 10 miles from the old Toledo Municipal Airport at Walbridge, Ohio, which the planners feel to be a great advantage in this modern jet age.

Architectural Concept

The planning of the grounds and buildings in the World Seaway Exposition will show in complete form the growth and development of architecture in the last one hundred years in America and all nations of the world.

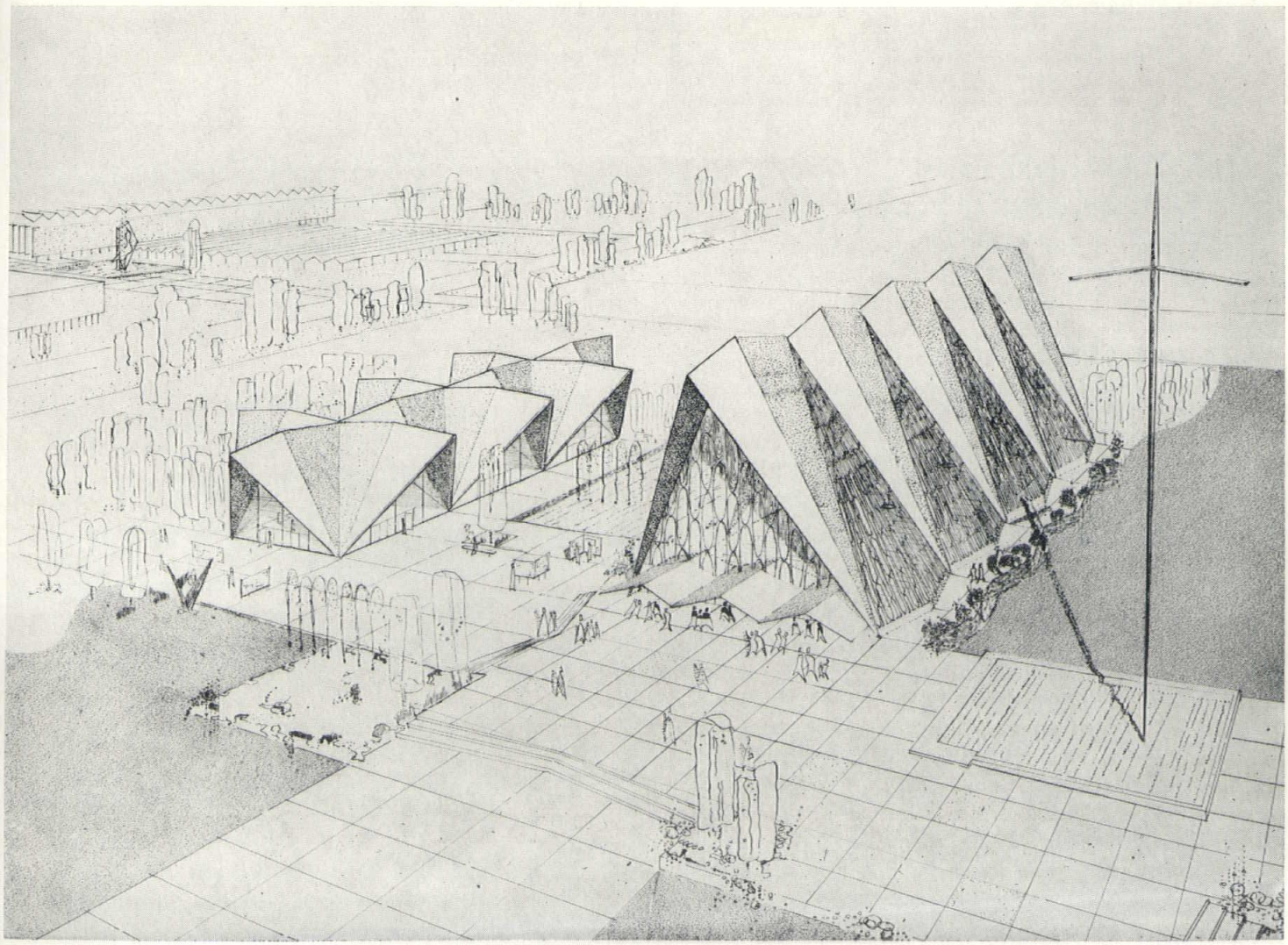
New ideas in construction and materials developed through modern science will make up the elements of the architecture and design in the various buildings.

These buildings will include areas for permanent display, with tenants expected from New York, Pennsylvania, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Province of Ontario Canada and Ohio.

It is planned that permanent industrial exhibits will be maintained by the various automotive manufacturers and other members of the nations giant corporations.

The site includes landing strips, heliport, motels, and ample parking facilities. Also planned are television and radio facilities and an all-denominational Church, to make up a World Religion and Education Center.

Perspective of all-denominational church to be included in the Exposition.



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List of Cities Maintaining Their Own Building Departments

The following is a list of villages, municipalities and cities which are considered by the Division of Factory and Building Inspection, Department of Industrial Relations, to have pre-empted from the State of Ohio all duties and responsibilities in connection with building regulation: Akron, Barberton, Beechwood, Bexley, Brookpark, Canton, Cincinnati, Cleveland, Cleveland Heights, Columbus, Cuyahoga Falls, Dayton, East Cleveland, Evendale, Euclid, Fairborn, Garfield Heights, Green Hills, Grove City, Hamilton, Kettering, Lakewood, Lebanon, Massillon, Middletown, Niles, Norwalk, St. Bernard, Parma, Parma Heights, Rocky River, Sandusky, Shaker Heights, Sharonville, Solon, Springfield, Steubenville, Toledo, University Heights, Warren and Youngstown.

The counties of Franklin, Hamilton, Lucas, Montgomery, Preble and Clermont are considered by this Division to have pre-empted from the State the duties and responsibilities of building regulation in connection with only commercial, factories, workshops, mercantile and office buildings, including public or private garages, in the unincorporated areas of such counties. It is indicated that Butler County may shortly be added to this county list.

Plans and specifications for schools, theaters, dance halls, churches, lodge halls and any building of a public utility proposed to be located in any unincorporated area of any county and, of course, in any incorporated area not having a building department, must be submitted to the Division of Factory and Building Inspection, Ohio Departments Building, Columbus 15, Robert A. Skipton, Chief of Division.

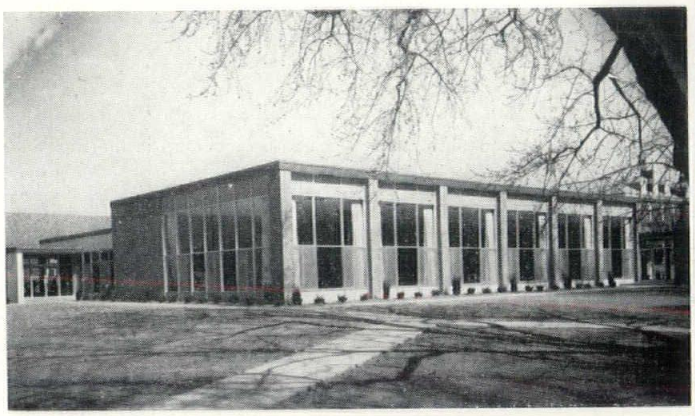
ASO Convention Committee Named

At a recent meeting of the ASO Convention Committee, including Chairman Eugene F. Schrand and members of the Cincinnati Chapter of the American Institute of Architects, committee chairmen for the 25th Annual ASO Convention and Materials Exhibit were selected.

The following architects were chosen to head the committees for this year's convention which is scheduled for October 22, 23, 24, 1958 at the Sheraton-Gibson Hotel in Cincinnati: Hospitality, William Bogart; Registration, Hugh Garriott; Publicity, Richard Wheeler and Woodward Garber; Program, Edgar Tyler; Luncheon, George Schatz; Exhibits, Frederic Kock; Transportation, Benjamin Dombar; and Ice Breaker, Russell Potter.

Mrs. Carl A. Strauss will be in charge of the Ladies Program at the convention.

Central State College Home Economics Lab & Cafeteria



William R. McDonald and Associates, Architects, Columbus, designed Central State College's new Home Economics Lab and Cafeteria. The building was opened for the 71st Charter Day Banquet. This was the first meal to be served in the new cafeteria which comfortably seats 650. The faculty and staff dining room will accommodate an additional 25 persons.

Trickling Filter Distributor Developed

Enterprise Products Company of Toledo has announced the development of the Re-Acto distributor for trickling filters in small plants.

An ever increasing number of buildings being built are beyond the limits of a municipal or sanitary sewer. This demands some kind of sewage treatment plant for each of these establishments.

The trickling filter, used for many years in municipal sewage plants, is now being used in smaller plants as well. The distributor is ideal for this secondary sewage treatment process.

Treasury Sec'y Anderson Will Keynote AIA Convention

Secretary of the Treasury Robert B. Anderson will be keynoter for The American Institute of Architects' annual convention, it has been announced by AIA President Leon Chatelain, Jr. The convention will meet in Cleveland, July 7-11, 1958, with headquarters at the Hotel Cleveland.

Dr. Margaret Mead, Associate Curator of Ethnology at the American Museum of Natural History, will address the convention on Wednesday morning, July 9. Her topic will be "The Anthropologist Looks at Architecture". Dr. Mead is widely known as a writer on anthropological subjects.

Because the architect's services are expanding and the demands upon him are greater and more diverse than ever before, the convention program this year is geared towards providing a deeper understanding of the economic forces of the nation that are influencing environmental patterns.

Secretary Anderson's opening address on Tuesday morning, July 8, will be followed by the architectural keynote speech of Philadelphia architect Vincent G. Kling. At luncheon that day Harlan Hatcher, president of the University of Michigan, will speak on "The Western Reserve — Part of our Heritage".

Specialists serving on panels will discuss such practical matters as how to make better cost estimates, where to find construction money, developing today's building program, working with the homebuilder. Other seminars are scheduled on urban planning, office organization, chapter affairs, and on "Professional Status — Your Most Valuable Asset".

The Gold Medal, highest honor given by the Institute, will be awarded at the annual banquet on Thursday, July 10. Additional medals and honors will be presented at the Awards Luncheon on Wednesday, July 9. Other regular convention events include the induction of new Fellows, the Annual Exhibition of Outstanding American Architecture, the President's reception, election of officers, business sessions, and the display of new building products and equipment.

The host chapter committee, under the chairmanship of Cleveland architect Joseph Ceruti, is arranging a varied program of tours, exhibitions of architecture and the allied arts, entertainment features and special events for architects' wives. Entertainment and education will be pleasantly combined on tours through General Electric's Nela Park and the Republic Steel Corporation, Monday, July 7.

During the days prior to the opening of the convention, there will be meetings of the AIA Board of Directors, the Association of Collegiate Schools of Architecture, the National Council of Architectural Registration Boards, the Producers' Council, the National Architectural Accrediting Board, and students of architecture.



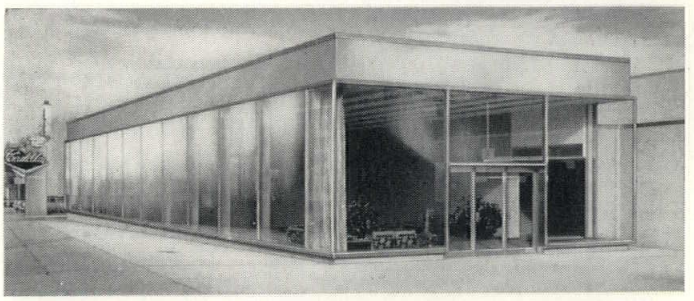
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Addendum to Architects Roster

The following additions to the listing of architects registered to practice in Ohio brings the Roster as printed in the April, 1958 issue of OHIO ARCHITECT up-to-date as of April 30, 1958.

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1970 Cardigan Rd.
Columbus, 12

Casini, Norman J.
7818 Vineyard Ave.
Cleveland, 5

Cross, Clarence
60 Mason St.
Dayton, 17

Driggs, Harry S.
3132 Bishop St.
Cincinnati 20

Firth, Donald W.
9610 Zig Zag Rd.
Montgomery

Flynn, John E.
24590 Lake Shore Blvd.
Cleveland, 23

Forward, Chauncey B.
356 W. Kanawha Ave.
Columbus, 14

Foulk, Warren H.
2368 Victory Parkway
Cincinnati, 6

Gilissen, Philippe W.
229 San Vicente
Santa Monica, Calif.

Glenn, Donald F.
147 Fair Ave., N.W.
New Philadelphia

Gray, Thomas A.
317 Brewer St.
Jacksonville, Ark.

Haber, David M.
1035 Dana Ave.
Cincinnati, 29

Holland, John E.
26 E. Tallmadge Ave.
Akron, 10

Iams, Jack L.
113 Hillcrest Dr.
Marietta

Kayser, James B.
1308 W. Seventh Ave.
Columbus, 12

Kettell, Robert H.
3810 Vine St.
Cincinnati, 17

Kluver, Roland W.
161 Hancock St.
Cambridge, Mass.

Kremer, Charles D.
4585 Waseka Lane
Youngstown, 12

Langer, George W.
2562 Princeton Rd.
Cleveland Hts., 18

Macias, Anthony R.
1337 Andrews Ave.
Lakewood, 7

Macioce, Andrew J.
125 Barthman Ave.
Columbus, 7

Maki, Jack M.
219 Selby Blvd.
Worthington

Martin, Donald J.
1935 Catalina Ave.
Cincinnati, 37

Meacham, Thomas L., Jr.
6502 Bramble Ave.
Cincinnati, 27

Morgret, Paul
2134 Elliot St.
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Cuyahoga Falls

Rathbun, Donald R.
810 Hayes Ave.
Cuyahoga Falls

Rubenstein, Lawrence A.
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Smith, David S.
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Akron, 20

Smith, Robert W.
317 E. Adams St.
Sandusky

Springer, Robert H.
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Cincinnati, 2

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Cincinnati, 37

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Birmingham, Mich.

Ulietti, John L.
1385 E. Whittier St.
Columbus, 6

Wagner, Robert F.
837 Parkview St., N.E.
Massillon

Weller, Marcia H.
3968 Lowry Ave.
Cincinnati, 29

Wilson, Carl L.
17 Rush St.
Dayton, 8

Yeagley, Paul S.
821 Gladden Rd.
Columbus, 12

Twylah Blumensadt Appointed Executive Secretary Cleveland Chapter, AIA

Mrs. Twylah Blumensadt has been employed by the Cleveland Chapter of the American Institute of Architects as Executive Secretary, replacing Mrs. Mary Ann Davidson who resigned from this position recently.


Blumensadt

Mrs. Blumensadt was born in Port Clinton, Ohio and has worked on the *Ottawa County News* in that community.

During World War II she was employed in the Payroll Division of the U. S. Treasury Department at Camp Blanding, Florida and at the Erie Ordnance Depot in La-Carne, Ohio.

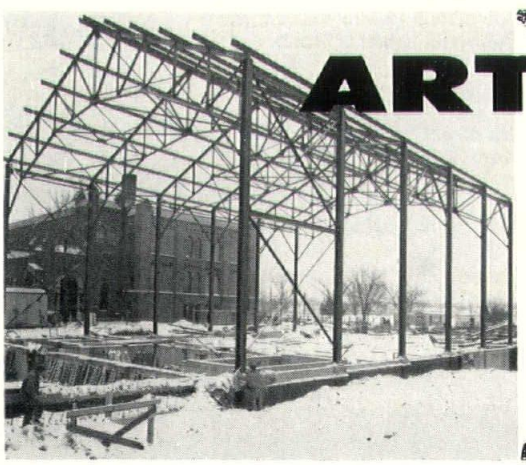
While employed at the Rossford Ordnance Depot after the war, she received one of the highest rating awards granted to government employees for outstanding work performance.

Since moving to Cleveland in 1955, Mrs. Blumensadt has been associated with the Shelby Mutual Insurance Company and the Dodge Securities Corporation.

Abbot Joins Stylon Corp.

Charles Abbot has joined Stylon Corporation, Milford, Massachusetts ceramic tile manufacturers, as Vice-President of marketing.

Mr. Abbot was formerly general manager and sales manager of the Atlas Plywood Corporation, Boston.



ART IRON *Steel Service*

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★ MISCELLANEOUS METAL
★ ORNAMENTAL IRON

ART IRON & WIRE WORKS INC.
TOLEDO, OHIO FT. WAYNE, INDIANA

REPLIES *(Continued from page 4)*

owner on the type of building he wants to sell him. It may not be what would solve circulation problems, or any of the other things we can do, but he will "play-up" the owner's ability to do all this analyzing himself! And oh, how everyone, including corporation directors, likes to be told of their executive, decisive or designing abilities! The poor executive thinks he's saved money, he has an excellent example to show off to his boss, and he is completely ignorant that a good architect might have shifted some area or made some adjustment that could've eliminated wasted building area, and thus paid for part of his fee in costs eliminated. Who will ever prove otherwise in this particular example? . . .

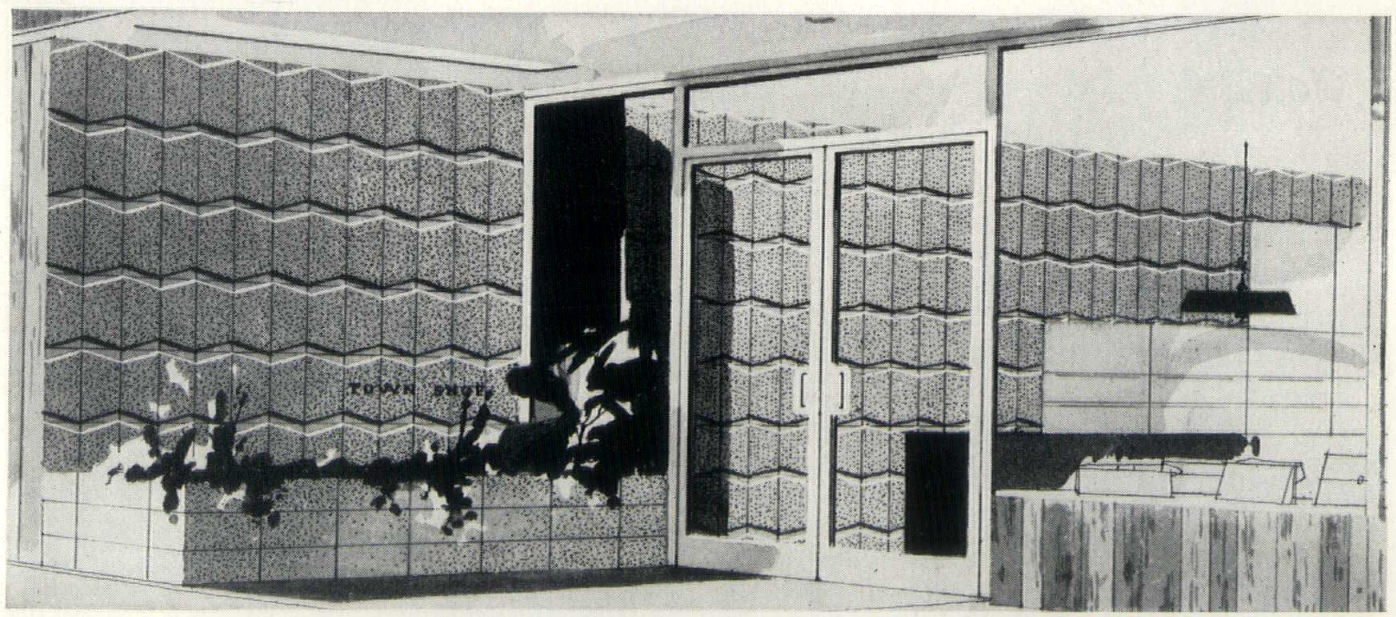
With all those undermining features itemized, just what have you older architects done to counteract them? What hard-hitting campaigns have you undertaken? Can you pin-point and list results? Or do you look each other in the eye and know full well you've been content to ignore this altogether since you are established and some of those factors just listed will help to keep newer and younger firms from arising to ever offer you any competition? Do you think we younger architects actually swallow this long extensive "experience" tutoring theory, when we read figures about the small amount of residential work done by architects per year out of that one million? Every business requires new blood periodically and I don't mean "rising within" an established business. If you really had a campaign advertising for the profession, it's conceivable all the younger architects could be so busy with residential work, we'd never venture into commercial or industrial work. Look at the mess that constitutes our suburbs now! . . .

Perhaps I am not stating anything that is not new or already known, but selling the profession to the public to me is just about the most important thing; yet we do a masterful job of ignoring it. Article after article in our journals and magazines discusses specification writing, mechanics, design, and the multitude of other aspects of our business, but they all take second place to SELLING. I'd like to see two articles on selling to every other type!

With all these criticisms, I ought to have suggestions to counteract our problems. Well, I do have some:

1) A few dollars per month from every architect would sponsor an evening television program on a national scale in which the AIA or some other organization would sponsor, a noted actor would play the role of an architect, and writers would write scripts for stories combining the architect's activities and human comedy. (Look how many programs are about medicine, health, or doctor's lives.) Even a smaller scale of this would help.
2) This same organization on a local scale should prepare and distribute monthly (not yearly) refined advertisements, pointing out some of these factors I've mentioned. They would be distributed to most of the leaders of business, etc.
3) Instead of waiting for a large organization of a builder to approach

(Continued on page 14)



Now—Sculptured Walls! **Shadowal**

It was not mere chance your eye was attracted to the modern rooms shown here. These walls are made with new "Shadowal"—the concrete block with 1,000 faces.

Shadowal offers you limitless relief designs that are distinctive, economical and fire-safe. Write or call for your copy of the Shadowal masonry portfolio.

C·B·S also manufactures quality lightweight slag and haydite block in all conventional sizes and modular units.

The CLEVELAND BUILDERS SUPPLY Co.

1276 West 3rd Street • Cleveland 13, Ohio • MAin 1-4300

Your dependable source for fire-safe building materials.

REPLIES *(Continued from page 13)*

some architect to design a residential plat, this same local organization should take the initiative, buy some property, employ a builder, and erect a combined community so the public could see the difference between architect-designed homes and those of builders'. (Some of the buyers might be potential commercial clients.)

4) Hire a fire-ball red hot public relations firm to deftly promote us on a national scale . . .

Dad, if you'll get out of your rocking chair once, you'll see the rockers are already eaten away by termites!

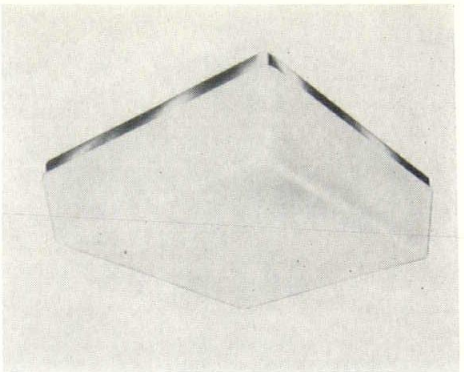
Thank you.

James A. Risser, Architect
Toledo

Folder Describes New Architectural Porcelain Panel

A new four-page folder describing a new Architectural Porcelain Veneer Panel called Monarch Wall is available from Davidson Enamel Products, Inc., Dept. MW, East Kibby St., Lima, Ohio.

Prescolite Drum Lighting



Prescolite Manufacturing Company, Berkeley, Calif., is offering a new conception in Drum Lighting. It is proclaimed the only drum unit with pan integral mechanical parts constructed from weather resisting, non-corrosive "Dielux" die cast aluminum. The "Trigger Lok" cam-locking principle and simplified hinging is said to allow fast, easy maintenance. The glass is hand-blown, satin-finished "Thermopal."

FOR **WALL BRACKETS**

PRESCOLITE IS PREFERRED

HERE'S WHY...

"DieLux" DIECAST CONSTRUCTION THROUGHOUT

Thermal shock and vibration proof



Beautiful, hand-blown, seamless white opal enclosing globes

WB-25 150W WALL BRACKET

Wide selection of styles to choose from.

WRITE FOR OUR CATALOG

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2229 4th St., Berkeley 10, Calif.
Easton Road, Neshaminy, Penna.

We think a lot of their safety . . . and you can too!

with Fire Safe Unit Glued Laminated Construction

If you want a modern, attractive, fire safe school, the perfect answer is to use glued laminated wood framing members. No other structural material incorporates the natural beauty and charm of wood and yet reflects true economy which is so important in today's budget conscious school building programs. Unit laminated members are precision fabricated of Southern Pine, the strongest and most beautiful of all laminating softwoods, in modern plants using the most advanced equipment — and speedily transported to your building site by truck.



St. Mary's Auditorium, Warren, Ohio
Arch't.: Stickle & Assoc., Cleveland, Ohio

WOOD HOLDS — STEEL FOLDS

It's a proven fact that wood holds while steel folds. Yes . . . Unit laminated wood structural members are safer in case of fire . . . no danger of sudden collapse which can so easily happen with other exposed structural materials.





For factual data and planning assistance call or write:

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Akron 2, Ohio
Phone- POrtage 2-4611

25901 Tungsten Road
Cleveland 32, Ohio
Phone- REdwood 2-7880

P.O. Box 225
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Offices and Representatives in all Principal Cities

CHARTER MEMBER AITC

REPLIES *(Continued from page 4)*

people the desire for the type of product or service I may be plugging, and thus also gives my competitors more business. Campbells, spending about 2 millions a year on "how good" baked beans are to eat and for you, is not in any way envious of how its advertising creates more beans business for competitors. All it cares about is that it **will get its share of the total increased beans sales** their advertising helps to create.

As surely as the sun rises daily, a good, continuous advertising campaign, no matter how small the space used, will **increase** the total number of building clients who will go to architects FIRST. It will increase the numbers who **will go to architects** (period)! How many jobs does the cooperating architect need, thus secured, to pay his (let's say) $1.00 a week "contribution"? It is this that should be his consideration . . . and to hell with the guy who does not come in! There are ways, too, ethically I think, of making the "free loader" much less likely to benefit from the advertising, that need not be detailed here.

Over the years, I have read and heard much among architects about the need for educational and informational selling of the public and better "public relations," etc.,—but like the weather, "everybody talks about it but nobody does anything about it." . . .

I doubt that there exists a single package dealer who would not welcome "the day" when he could secure his business exclusively by cooperation with and through the architect(s). Many industrial and other structures are such packages, today, initiated by the architect. Fine! Many more are up because the owner FIRST went to an architect who did not or would not meet the client's budget or other requirements best provided with a packaged building. That drove the client to a dealer, cost the architect the loss of a fee. Many are up because the architect's client INSISTED ON IT, against the architect's recommendation. So, many such buildings **are up** whose owners the architect **"did get to first."** There should have been a lot more for which the architect got paid! . . .

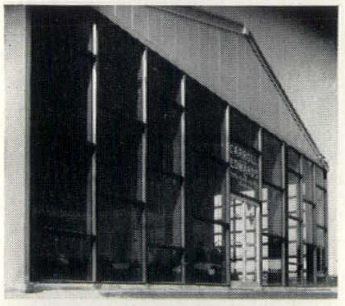
From the standpoint of the **buyer,** there is a lot to be said for "undivided responsibility"—it makes an extremely strong appeal.

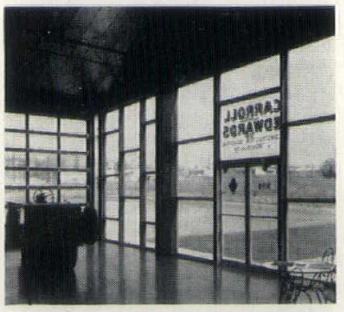
Whether we are discussing a packaged building or a multimillion dollar hotel, **that** is where the architect's real threat to his (collective) future really lies. "Tomorrow's" architect will not be dependent upon nor motivated by, a "percentage-fee" system. His remuneration will come either from a flat fee, or from the profit in the job, and/or how much he **saves** the owners and his participation thereof, or a combination of all three. To digress . . . I once offered an architect to build a shopping center at a guaranteed **maximum cost** to be no more than the average of **all** general contract bids received. **But** — I would build it actually, on a "cost plus fixed fee basis." However, the architect and I were to **jointly** work to save every possible dollar of construction cost. What was saved was to go 50% to the owner, 25% to architect, 25% to me. I figured to save over a

(Continued on Page 16)

Meet Your Clients' Needs QUICKLY—ECONOMICALLY

With Armco Steel Buildings you can give your clients exactly what they need. Here are three views of the Dayton, Ohio, branch of the Carroll & Edwards Company. They show the clear, unobstructed repair shop for big construction and industrial machines, the hard-working display room that occupies the front of the building, and the attractive, business-inviting front, featuring glass integrated with the Armco construction. Smooth, steel panel wall construction makes finishing flexible and easy—inside and out. Floor areas are unlimited.







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Architects Open New Firm


Martin


Schauder

C. Thomas Schauder, Toledo architect, has announced his partnership with Robert E. Martin, also of Toledo.

The new architectural firm will be called Schauder & Martin, Architects, with offices located at 4231 Monroe Street in Toledo.

Mr. Martin was formerly with Sanborn, Steketee & Associates and Otis & Evans, Engineers & Architects. Both Mr. Schauder and Mr. Martin are members of the Toledo Chapter of the American Institute of Architects.

Curtis Introduces New Partition

The Curtis Office Partition Company, Inc. recently introduced the Curtis Aluminette, a lightweight and decorative office partition.

Curtis also manufactures conventional metal and glass partitions.

Pictures and detailed descriptions of these partitions may be obtained by writing the Curtis Office Partition Company, Inc., 103 Union Street, Brooklyn 31, N. Y.

U. S. Gypsum Co. Expanded Metals Brochure

"The George Nelson Sketchbook", a ten-page black and white brochure presenting in sketch-form current and projected uses of USG Expanded Metals, has just been introduced by the United States Gypsum Company, Chicago, Ill.

George Nelson, AIA, is one of the country's foremost industrial designers. His renderings dramatically illustrate new and unique uses that Expanded Metals offer to architects and product designers.

Expanded Metals, produced in aluminum or steel, are lightweight, yet have exceptional strength. The ease with which they may be finished in color adds immeasureably to their decorative value.

CSI Schedules Meeting

The Construction Specifications Institute will meet just prior to the annual meeting of the American Institute of Architects in Cleveland July 7-11.

The CSI headquarters hotel will be the Carter and the convention is planned for July 5-6-7. More than 600 members and their wives are expected to attend and many will also attend the AIA National Convention.

New Vitrified Clay Pipe

The American Vitrified Products company of Cleveland is now manufacturing AMVIT, a residential clay pipe with plastic joints.

AMVIT vitrified clay pipe requires no special tools for installation. It has also been accepted by all State Plumbing Codes in the Mid-west.

Metal Lath Suspended Ceiling Design Supplements Now Available

Technical Bulletin No.'s 12-1 and 12-2 relating to "Suspended Metal Lath and Plaster Ceilings" are now available for free distribution from the Metal Lath Manufacturers Association, Engineers Building, Cleveland 14, Ohio.

A feature of these two bulletins is a large illustration covering the size and spacing of all metal components for a metal lath suspended ceiling. This illustration covers the minimum size of hangers the maximum spacing of wire hangers along each main runner, the size and weights of cold-rolled main runner channels, the maximum spacing of runners and maximum spans of furring, the maximum spacing of cross furring, types of cross furring, and the types and weights of metal lath.

Other topics covered by T.B.'s 12-1 and 12-2 include maximum limitations of main runners for spans up to 7 feet and cross furring, properties of cold-rolled channels, a table on hangers which denotes the minimum requirements for maximum areas, and recommendations for compression members to resist the upward movement of ceilings for areas that are subject to high-velocity winds.

Allied Advertising Opens New Office

The Allied Advertising Agency, Inc., of Cleveland, Ohio is expanding. The opening of its new, contemporary quarters in the Standard Building, Cleveland 13, Ohio, took place on April 1st. The interior of Allied's new quarters was designed by Leon Gordon Miller.

The accounts of Josam Manufacturing Co., Michigan City, Indiana, and The Sands Manufacturing Co. of Cleveland are handled by Allied's Account Executive, Melbourne Schwartz. Both firms are loyal supporters of the ASO and *Ohio Architect*.

REPLIES *(Continued from page 15)*

quarter million dollars. The architect would not even discuss it with the owner, though he **liked** the idea very much.

It is not my purpose nor intent to here discuss the percentage-fee system — that goes on plenty as it is, within your own association. I am also aware of its shortcomings **for** the architect.

The advertising profession has also grappled with this problem for years. It, at least, has partially solved its problem since no important agency now functions on a percentage-fee basis exclusively.

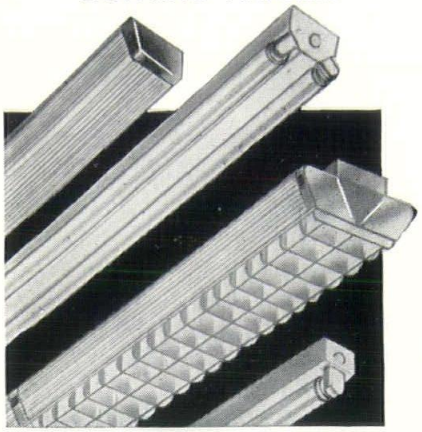
In both professions, truly serving the clients' best interests can never be universally expected of its practitioners so long as keeping the client from **spending** money takes money out of his own pocket. Until the architect himself has a money **incentive** for saving the client money, there will always be instances when an architect **could** have done so, and did not.

That is what the "package" dealers feed on. I speak from experience. Years ago, when I was a dealer, several good jobs came my way just because of some of the reasons stated. Think of the package building as another "supplier." Make it an integral part of your work and then, you'll never need to fear it as competition for the clients. In fact, you'll make the dealers allies, instead.

John Lee
General Sales Manager
Windowalls of Ohio
Cleveland


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A COMPLETE LINE
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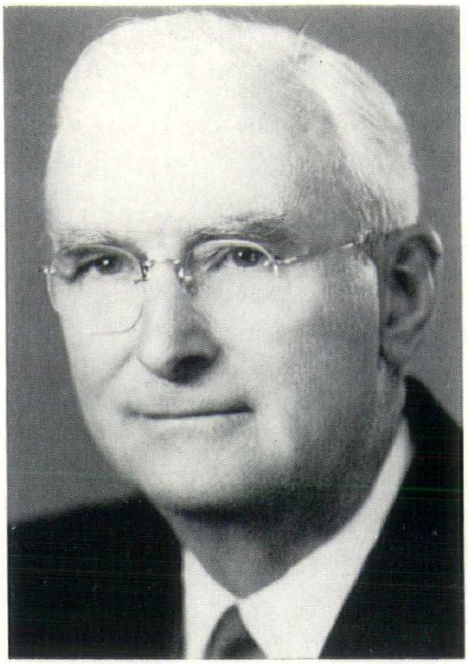
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Unit Structures, Inc. 14
(Williams Advertising Design)

Howard Dwight Smith Dies



Howard Dwight Smith

The passing of Howard Dwight Smith, FAIA, creates a definite void in the ranks of the Columbus architects who in the 'teen years collaborated in establishing the Columbus Civic Center. His professional viewpoint was always forward and up. He was a spartan, always, for what he considered to be the best for the public and for the profession.

Mr. Smith had been ailing since his return from teaching in Egypt in 1956 and had suffered a stroke of apoplexy three weeks ago.

He was a man of many interests—a member of First Community Church, Past Master of Community Lodge F & AM, a member of the Scottish Rite, a Knights Templar and a Rotarian. He was a devoted family man and a Christian not only in name but in commitment and fidelity.

He brought to his profession an unmatched courage in demanding quality and integrity from those who built the projects he designed. He demanded of himself the highest of discipline in all areas of his life.

His record of service and accomplishment speaks for his untiring energy and inspiring influence toward every endeavor, large or small, to which he applied himself.

Born in Dayton, he graduated from Steel High School in 1903 and the Department of Architecture, OSU, 1907; received Bachelor's Degree in Architecture, Columbia University, 1910; and was awarded Perkins Fellowship, Columbia University, 1911.

He was employed in the offices of John Russell Pope, New York; Albro & Lindeberg, New York; and the Supervising Architect, USA, Washington, D.C., 1911-1918.

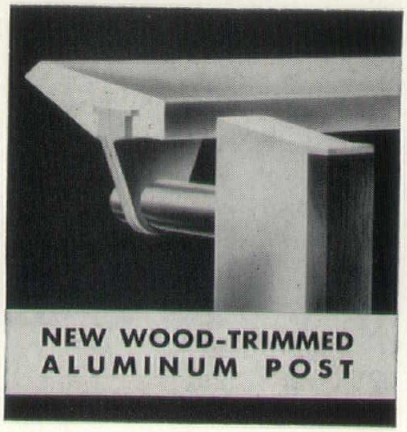
He returned to Columbus in 1918 where he worked under J. N. Bradford, University Architect, and was a member of the teaching staff in the Department of Architecture until 1921. He served as architect for the Columbus Board of Education from 1921 until 1929 and as University Architect for Ohio State University, 1929-1956. More than fifty buildings were designed and erected under his direction at Ohio State between 1929 and 1956. During this latter period he also served as a professor on the teaching staff of the Department of Architecture.

He retired after returning from Egypt, where he served as Fulbright lecturer at the University of Alexandria from 1955 to 1956. Although officially retired from Ohio State, he came back regularly to his old haunts where he acted as an advisor as long as his health permitted.

Mr. Smith became a member of the American Institute of Architects in 1918 and was elected to the College of Fellows by the Institute in 1945. For his work as designer of the Ohio Stadium at Ohio State University, he was awarded the Annual Gold Medal by the American Institute of Architects in 1921.

In private practice he was associated with the firm of Miller and Reeves in Columbus. As a member of the Allied Architects Association, he was awarded first place for the design of the Columbus City Hall. He received the Architects Society of Ohio Gold Medal in 1941 for the design of the Upper Arlington Elementary School. He was a member of Sigma Alpha Epsilon Fraternity, social fraternity, and Alpha Rho Chi, architectural fraternity.

BLUMCRAFT ADDS TO RAILING LINE



Wood has been added to aluminum to create a new concept in aluminum railing design. Blumcraft of Pittsburgh has combined the warmth and elegance of natural-finished wood with the structure of aluminum to develop their new post style #170.

A choice of select birch or American walnut trim is available to the architect to relate the railing design to the surrounding decor and color. The wood-trimmed post will be furnished to the metal fabricator in rubbed-satin finish. All of the Blumcraft adjustable features are contained in this post, which can be used with any of the stock handrail shapes.

With the advent of the low-cost Tube-Line the architect now has available two price lines of Blumcraft railings. A survey which Blumcraft made among fabricators in various parts of the country indicates that Tube-Line is in a price range of aluminum pipe railing. The De Luxe Line, because of its labor saving adjustable features, is less costly than a quality custom-built railing.

KELLAM & FOLEY MOVE OFFICES

After May 15 the offices of Kellam & Foley, Architects, will be located at 1621 West First Avenue, Columbus 12.

The move is necessary because of expanding operations and increased personnel.

Both the principals, William E. Kellam and James J. Foley, are members of the Columbus Chapter, AIA.

Ernest Austin, AIA, Dies

To the older architects and members of the construction industry in Central Ohio, the passing of "Erney" Austin on April 23rd was a genuine loss of a fine practitioner and a loyal friend.


Austin

Born in Hearts Content, Newfoundland, in February, 1885, his long route in his chosen field, the practice of architecture, took him to Boston, New York, Waterbury, New Haven, where he served as a draftsman, then to the office of Frank L. Packard in Columbus from 1912 to 1925.

Then after one year as a member of the firm of Glass and Austin he started his own practice, which he carried on until about six months before his death.

He was a faithful employee and a very dependable and highly-respected practitioner. His training was largely in institutional and monumental work, and his own practice was in that field where he was entrusted with important structures which he carried through in a very commendable manner.

He became a member of the American Institute of Architects, Columbus Chapter, in 1945. He was registered as an architect in the State of Ohio in 1932. He was a member of the St. James Episcopal Church.

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GREAT LAKES REGIONAL MEETING CALLED BEST EVER



Photo Credit — South Bend **Tribune**

Great Lakes Region, AIA, delegates seated left to right are Charles J. Marr, FAIA, Frederick E. Wigen, Bergman Lezler, Philip Will, Gerald Diehl and H. James Holroyd.

More than 175 architects and wives from Ohio, Michigan, Indiana and Kentucky convened at the Morris Inn, Notre Dame, Indiana on April 17-18-19 for the Spring Meeting of the Great Lakes Region, AIA.

The host Indiana Society did an exceptional job of organizing the program and social affairs. Orchids to ISA Prexy Frank Montana and Mrs. Montana for their productive efforts.

Ohio's attendance was outstanding with the following persons in attendance: Cincinnati Chapter, Joseph Lyle and Charles Cellarius; Cleveland Chapter, Mr. and Mrs. Anthony Ciresi and family, Mr. Joseph Ceruti, Mr. George Mayer, Mr. Joseph Weinberg, Mr. and Mrs. J. Byers Hays, and Mr. and Mrs. Alexander Robinson; Columbus Chapter, H. James Holroyd, Gilbert Coddington, Gerald Emerick, Mr. and Mrs. Louis Karlsberger, and Clifford E. Sapp; Eastern Ohio Chapter, Mr. and Mrs. Charles J. Marr, Mr. and Mrs. Joseph Tuchman, Mr. and Mrs. Joseph Morbito, and Mr. and Mrs. Don Bostwick; and Toledo chapter, Mr. and Mrs. John N. Richards, Orville H. Bauer, and Frank Poseler.

Miami University Student Winner

Winner of the top $200 cash award in the architectural design competition between students of the schools of architecture from Miami University and Kent State University, judged in Cleveland, was Patrick A. Roy, Baghdad, Iraq, from Miami University.

Other winners were $150 for second place to Antonio Quioque, Manila, Philippines from Miami University; $100 for third place to Eric Lye, Singapore, from Miami University; and $50 for fourth place tie between Bill Trout, Independence, Ohio, from Kent State University and John Rudy, Miamisburg, Ohio, from Miami University.

R. G. Tracy, manager of Division Sales for The Standard Oil Company (Ohio), which sponsored the competition for the best architectural solutions to a problem of designing a service station on a tract in a small Ohio Community, made the presentations of the cash prize awards at a dinner at Hotel Cleveland.

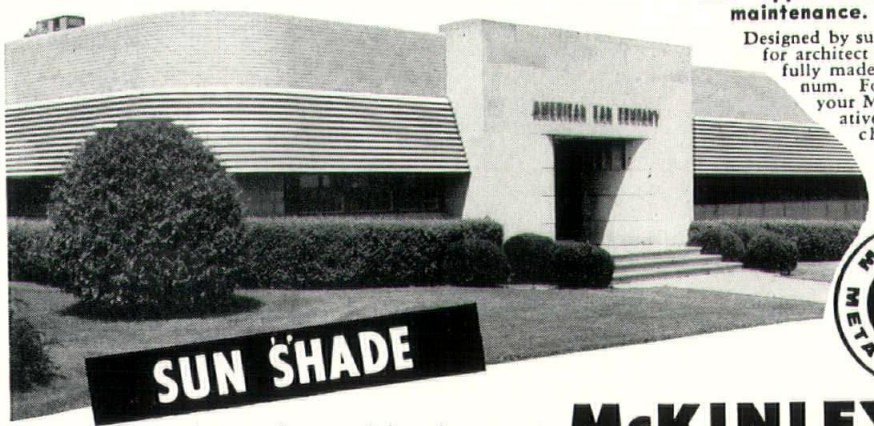
More than forty architectural students entered this competition at Kent and at Oxford, where semi-final judging reduced this number to five winners from each State university. Each of these ten winners received a semi-final prize of $50 from Sohio. The four final cash prizes were in addition to this.

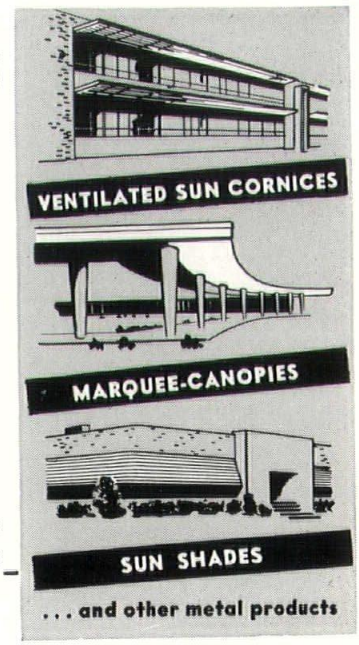
The panel of judges who selected the four top winners were Dean J. F. Morbito of Kent State University, Dean C. E. Stousland of Miami University, George R. Harris of the Cleveland architectural firm of Garfield, Harris, Schafer, Flynn & Williams, and representing The Standard Oil Company (Ohio), J. W. Daker and Frank A. Kolb.

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Modern Masonry Seminars



Robert Taylor, director of the Structural Clay Products Research Foundation, Geneva, Illinois, discusses research with architects Henry M. Abbot and H. James Holroyd, president of the Columbus Chapter of the AIA, at the Modern Masonry Seminars.

During April the Structural Clay Products Institute—Region 4 presented at the Columbus Builders Exchange a series of five lectures and discussion periods on the modern materials, design, specification and construction of structural clay masonry walls.

The Modern Masonry Seminars were sponsored by the Columbus Chapters of the American Institute of Architects, the Construction Specifications Institute, and the Associated General Contractors; the School of Architecture and Landscape Architecture, the Ohio State University; and the Structural Clay Products Institute.

Subjects discussed at the meetings were as follows:

April 2 "Research in Structural Clay Masonry" by Robert Taylor, Director of the Structural Clay Products Research Foundation, Geneva, Illinois.

April 9 "Specifications for Units and Mortars" and "Economics of Building Walls" by Tom Grimm, Assistant Director of Engineering and Technology of S.C.P.I., Washington, D. C.
"Manufacturing of Structural Clay Products" by Jim Platt, Regional Director of S.C.P.I. Region 4, Canton, Ohio.

April 16 "Design Criteria for Masonry Walls" by Sid McNall, Chief Engineer of S.C.P.I., Washington, D. C.
Panel discussion of Masonry Construction Specifications by panel members: Dick Tully, AIA, Mike McGee, AIA, John Schooley, AIA, and Tom Fitzpatrick of Elford, Inc., General Contractors. Moderator was Neal Layne, Area Manager of S.C.P.I. Region 4, Columbus.

April 23 Demonstration of Good Workmanship by Bob Snyder and Fred Pagura, members of the Masonry Contractors Association of Columbus, Inc. and Brickmasons Local #55.

April 30 "Esthetics of Clay Masonry" by Pierre Zoelly, Architect, and Neal Layne, S.C.P.I.
Summary of Seminar meetings.

Other Modern Masonry Seminars are planned to be held in Cleveland and Pittsburgh at a later date. Architects, engineers, contractors and students attending the series of Columbus seminars expressed a keen interest in the discussion of structural clay products and their use in the wall.

Each session continually pointed up the fact that, while brick and tile are among the oldest building materials in the world, they are ideal for today's modern structures.

"Seaway—" Theme of OSPE Convention



Consulting Engineers of Ohio, a functional group of the OSPE, listen as Hunter Hughes, Editor, CONSULTING ENGINEER magazine, addresses the 80th Annual Convention of the Society. ASO President Charles J. Marr was in attendance.

More than 2,000 engineers from throughout Ohio met in Cleveland March 20-22 for the three-day 80th Annual Convention of The Ohio Society of Professional Engineers.

The entire convention was centered on one floor of Hotel Cleveland.

The Convention theme, "The Seaway—Ohio's Route To Opportunity" was suggested by Clarence J. Beller, Vice President—Electrical Operation and Engineering, The Cleveland Electric Illuminating Company, who is president of The Cleveland Society of Professional Engineers.

In discussing the convention, Mr. Beller said:

"The program was planned to highlight the importance of the St. Lawrence Seaway to our State. The program also included a discussion of a subject of broad interest to all engineers and especially to registered professional engineers—the subject of unity in the engineering profession."

Attendance at the convention reached an all-time high, according to A. J. (Tony) Eichmuller, general convention chairman. Attending were engineers from many engineering groups—consulting, contracting, county, education, highway, industrial, municipal and public utility.

A long list of eminent authorities spoke during the convention.

GOOD FISHING!



Mim and I each made a nice catch at Acapulco, Mexico. Both over 9 ft. long and weighing over 90 lbs. each.

We investigated the earthquake damage in Mexico City as well as modern construction. What is being done here with concrete is unbelieveable.

We have been touring Mexico for two weeks after making a non-stop flight from Chicago.

Nelson E. Thal, AIA
Toledo

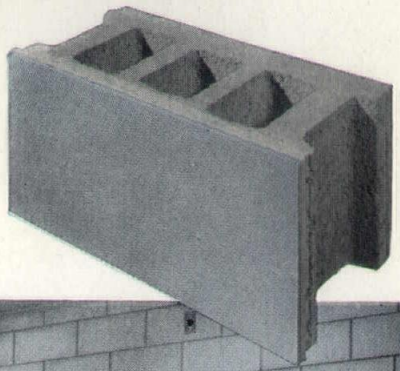
Architects Kellam & Foley To Design New Lincoln Memorial Building

Emil Reiss, Secretary-Director of the Lincoln Historical Association of Ohio, Inc., has announced that the firm of Kellam & Foley, Architects, Columbus, has been selected to design the Ohio Lincoln Memorial Building in Columbus. Robert G. Hanford will serve as honorary consulting architect on the project.

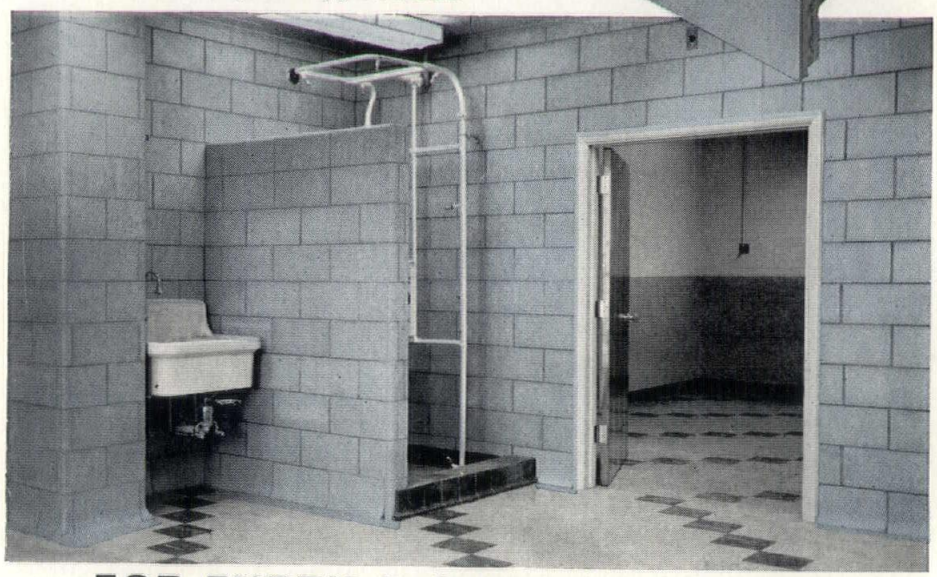
The new building will house a Lincoln Museum, an American Heritage auditorium, offices of the Lincoln Historical Association, and the Lincoln Institute for the children of Ohio, established for the development of patriotism among Ohio youngsters. It will also include a flag room containing a great number of flags from all wars.

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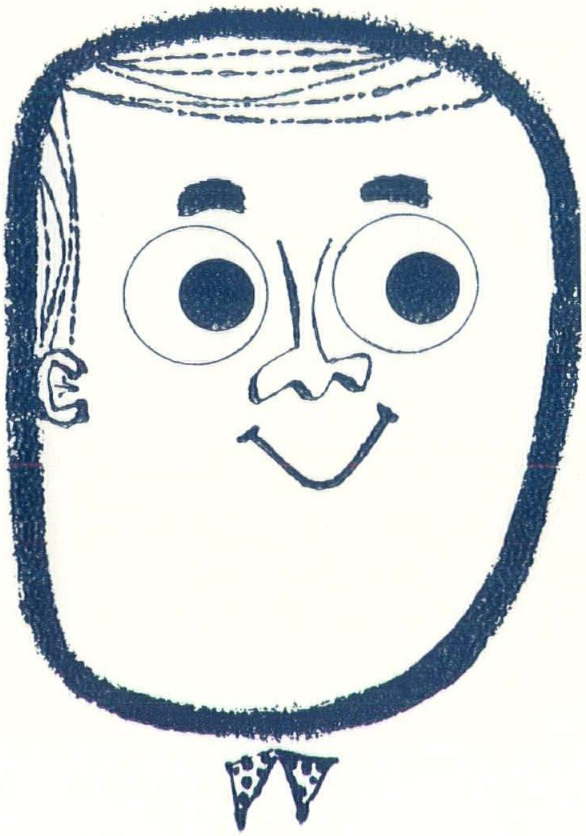
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a CLOSER LOOK

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of the
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